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1. A method of using an electronic network so that multiple users can compete in a skill-based contest, comprising:

- a. identifying a set of contestants;
- b. grouping the set of contestants into group subsets according to group criteria;
- c. matching contestants within a group subset into subcompetitions;
- d. for each subcompetition, electronically presenting a competition task;
- e. monitoring responses to the competition task from each subcompetition and determining a subcompetition outcome status of each contestant in the subcompetition;
- f. grouping at least some of the contestants according to at least one of the group criteria or subcompetition outcome status;
- g. repeating acts (c)-(f) until there is a unique winner of the contest.

2. The method of claim 1 wherein the subcompetition outcome status includes at least the states win, lose, and tie.

3. The method of claim 1 wherein the subcompetition tasks are presented in act (d) substantially simultaneously.

4. A method of using an electronic network so that multiple users can compete in a skill-based contest, comprising:

- a. identifying a set of contestants distributed over the electronic network;
- b. electronically delivering a competition task to contestant electronic nodes;

c. contestant electronic nodes timestamping the receipt of the competition task, and delivering timing information to a server node in conjunction with contestant responses to the competition task;

d. the server node analyzing the contestant responses and timing information and determining therefrom competition task successes and elapsed time of successes.

5. The method of claim 4 wherein the competition tasks are presented substantially simultaneously.

6. The method of claim 5 wherein the server node enforces a time deadline for the receipt of response.

7. A method of using an electronic network so that multiple users can compete in a skill-based contest, comprising:

- a. identifying a set of contestants distributed over the electronic network;
- b. multicast delivering a competition task to contestant electronic nodes substantially simultaneously, so that each contestant competes simultaneously with other contestants;
- c. contestants responding to the competition task within a certain time established by contest rules and enforced by a server node, for the server node to consider the contestant response as valid.

8. The methods of claims 1, 4, and 7 wherein contestant response information is recorded to create contestant profile information.

9. The methods of claims 1, 4, and 7 wherein contestant response information is recorded to compile demographic information.

10. The methods of claims 1, 4, and 7 wherein contestant response information is recorded to compile demographic information.

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11. The methods of claims 1, 4, and 7 wherein contestant response information is recorded to compile psychographic information.

12. The methods of claims 1, 4, and 7 wherein prizes are awarded to contestants.

13. The methods of claim 12 wherein the prizes include click-on electronic coupons.

14. The method of claim 13 wherein user activation of a click-on electronic coupons is user response information.

15. The methods of claims 1, 4, and 7 wherein the competition tasks include branded questions.

16. The methods of claims 1, 4, and 7 wherein the contests awards points to users based upon their responses, and these points are redeemable for prizes.

17. A method of using an electronic network so that multiple users can compete in a skill-based contest, comprising:

- a. presenting competition tasks to contestants;
- b. collecting responses to the competition tasks from the contestants;
- c. analyze the responses to create user profile information about user preference, interest, or contestant competition task performance.

18. A method of using an electronic network so that multiple users can compete in a skill-based contest, comprising:

- a. presenting competition tasks to contestants;
- b. analyzing contestant responses;
- c. creating a unique signature for each contestant indicative of at least some of the contestant's responses.